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News

Top accolade for a 'true gent of the motor industry'

Umesh picks up Lifetime Achievement gong

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AFTER almost three decades selling used cars Umesh Samani has been dubbed a 'legend' of the industry after being presented with a top accolade.

And the owner of Cobridge-based Umesh Samani Specialist Cars was left speechless as he was presented with the Lifetime Achievement gong at Car Dealer magazine's Used Car Awards.

The honour came in light of not only Umesh's 26 years in the trade but also his efforts in supporting independent dealers across the country. It represents yet another achievement for the inspirational business owner - who was forced out of Uganda when he was just 10.

Umesh, brother Prakash, who was 18, and their five sisters had to leave the country behind and eventually settled in the Moorlands. They all went to forge successful lives with Umesh well-known in the Potteries courtesy of his Elder Road business.

Back in 2022 Umesh, of Biddulph, celebrated 25 years in business. Now his efforts were put in the spotlight at the renowned award ceremony presented by television personality and car enthusiast Mike Brewer.

Presenting the award to Umesh, Mike, right, told the audience: "Here we aim to celebrate someone's lifetime of dedication to the motor trade. Now this year's recipient has been running their own successful used car dealership for nearly 30 years.

"They've collected numerous accolades from us in the past decade, being celebrated in particular for their customer care and social media. But it's their commitment to helping other independent used car dealers that has really impressed us.

"Our winner was a founding member of The Independent Motor

Dealers Association (IMDA) that has helped hundreds of like-minded used car dealers to come together, share their experience, and support each other.

"The thoroughly deserving winner, and we'll all be upstanding for this one, of this year's Lifetime Achievement Award, is the one and only Mr Umesh Samani of Specialist Cars in Stoke! Well done Umesh!"

Taking to the stage Umesh told Mike and the crowd he was 'totally speechless'. He said: "I want to thank everybody, I love this industry, been in it all my life - since I was a little nipper. I love what I do and I love to support fellow members.

"I think it's great to give back to the community."

Mike told a clearly overwhelmed Umesh how it had been 'an honour' to have got to know him over the last couple of decades. He said:

"You're a true gentleman in the motor industry, and we're all envious of you right now - well done."

Speaking afterwards Umesh said: "It just left me totally speechless. There are no words for it, I wasn't expecting any awards. I came for a good evening, a good meal out and a good party and to walk away with the Lifetime Achievement is just incredible."

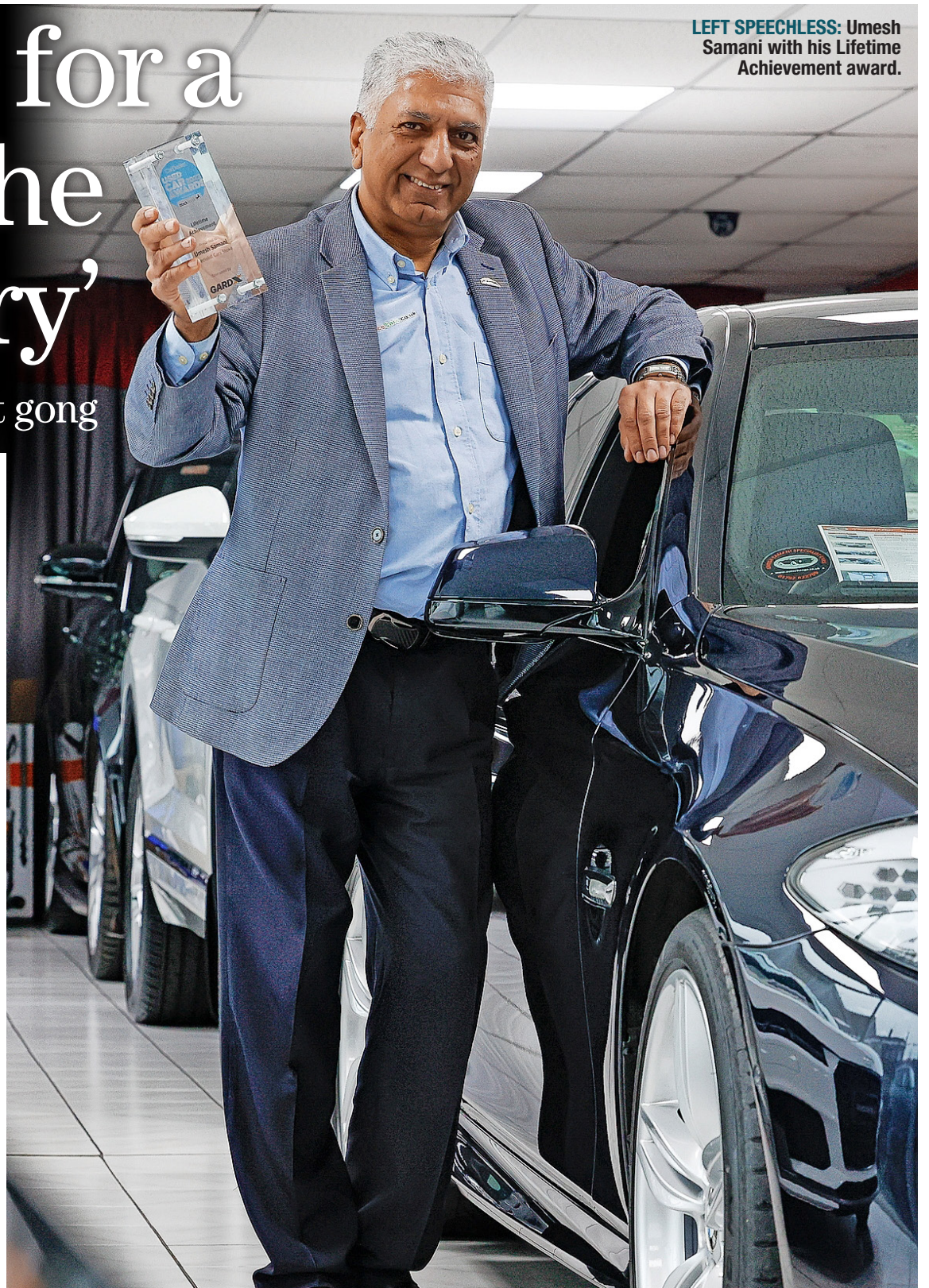
Umesh remains clearly as passionate as helping other traders as he is in running his own successful showroom. He said: "It started off in 2017 - it's a group set up to help the independent dealers because for independent dealers it can be a very lonely place. So it's a big network, we've got 1,000 members at the moment, who are like-minded dealers, who help and support each other, and we provide a focal point for them to meet, share our ideas, help and support each other."

The annual ceremony sees accolades given out for cars and dealers. James Baggott, founder of Car Dealer Magazine, said: "Our Lifetime

Achievement Award has been won by some of the industry's biggest names in recent years. This year's winner can rightfully take his place alongside those titans, following a career that has stretched back more than three decades.

"Car Dealer would like to offer our heartiest congratulations to Umesh Samani, a true legend of the UK motor trade."

LEFT SPEECHLESS: Umesh Samani with his Lifetime Achievement award.



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